

Message Text

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SUBJECT: FY 1976 COMMERCIAL OFFICE TRADE PROMOTION PROGRAM

DEPT PLEASE PASS EPA

USDOC FOR BEWT/TPD AND TDAD

EPA FOR BROWN AND STROTHER

REF: STATE 126223

1. COMMERCIAL OFFICE CONTINUES BELIEVE THAT SPACING BETWEEN TWO SEMINAR/EXHIBITS ON POLLUTION CONTROL TECHNOLOGY SHOULD BE MORE THAN FIVE MONTHS ORIGINALLY PROPOSED IN STATE 108740. WHILE WE BELIEVE THAT ONE-YEAR SPACING WOULD BE PREFERABLE, EIGHT-MONTH TIME SPACING IMPLIED IN FEBRUARY-OCTOBER TIMING WOULD PROBABLY BE ACCEPTABLE.

2. OUR POSITION IS BASED ON TWO CONSIDERATIONS:

1) WE SHOULD NOT PLACE EXCESSIVE DEMANDS ON HYDROMET FOR SPONSORSHIP; 2) COMMERCIAL POTENTIAL OF U.S. POLLUTION CONTROL TECHNOLOGY IN USSR WOULD NOT RPT NOT JUSTIFY DEVOTING TWO EVENTS DURING RELATIVELY BRIEF PERIOD TO THIS GENERAL THEME. AS FAR AS HYDROMET CONCERNED, WE DO NOT QUESTION THAT ORGANIZATION'S ABILITY TO SPONSOR TWO EVENTS WITHIN BRIEF PERIOD, BUT WE SERIOUSLY DOUBT ORGANIZATION'S WILLINGNESS TO PROVIDE THAT DEGREE OF SUPPORT IN LIGHT OF ITS EXTENSIVE INVOLVEMENT WITH WHOLE RANGE OF OFFICIAL US-USSR EXCHANGE PROGRAMS IN THE ENVIRONMENTAL AREA. IN SUM, WE BELIEVE THAT FEBRUARY 76/FEBRUARY 77 TIMING FOR

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TWO EVENTS WOULD BE PREFERABLE, BUT WE WOULD BE PREPARED

TO GO ALONG WITH FEBRUARY 76/OCTOBER 76 SCHEDULING IF EPA INSISTS.

3. TURNING TO PROPOSED SCHEDULE PARA 4 REFTL, WE HAVE FOLLOWING COMMENTS:

A) AS GENERAL RULE, SEMINAR/EXHIBITS MAKE BETTER USE OF COMMERCIAL OFFICE'S FACILITIES THAN DO TECHNICAL/SALES SEMINARS. PARTICULARLY IN MORE TECHNICALLY-ADVANCED AREAS, IT IS EXTREMELY USEFUL IF COMPANIES CAN HAVE EQUIPMENT ON DISPLAY.

B) PROPOSED TECHNICAL/SALES SEMINAR ON PLASTICS PRODUCTION TECHNOLOGY (FEBRUARY 1976) IS NEW FOR US BUT WE BELIEVE IT IS VERY PROMISING. AS TO TIMING, WE WOULD RECOMMEND AGAINST HOLDING TWO EVENTS DURING ONE MONTH, PERHAPS THIS EVENT COULD BE SCHEDULED DURING WEEK OF JANUARY 19.

C) PROPOSAL TO HOLD TECHNICAL/SALES SEMINAR ON COMPUTERS IN SCIENTIFIC RESEARCH (APRIL 76) IS ALSO NEW. ALTHOUGH THEME IS ATTRACTIVE, FIELD COVERED IS SO WIDE THAT IT MIGHT BE DIFFICULT TO PINPOINT POTENTIAL END-USERS. SECONDLY, THIS SUBJECT AREA IS PARTICULARLY WELL SUITED TO SEMINAR/ EXHIBIT, AND WE WOULD RECOMMEND AGAINST USING THE TECHNICAL/SALES SEMINAR. THIRDLY, AND MOST IMPORTANT, THIS THEME SUFFERS FROM FACT THAT IT IS ORGANIZED AROUND SUPPLIERS RATHER THAN END-USERS. BETTER APPROACH WOULD BE TO KEY EVENTS TO DEMONSTRATED NEEDS. UNDER THIS APPROACH, THEME FOR SUCH AN EVENT MIGHT BE "COMPUTERS IN BIOLOGICAL RESEARCH," "COMPUTERS IN CHEMICAL RESEARCH," ETC. IF THIS THEME, SUITABLY REVISED, IS INCLUDED IN PROGRAM, COMMERCIAL OFFICE COULD PROBABLY HANDLE RECRUITMENT LOCALLY FROM FIRMS SUCH AS HEWLETT PACKARD, VARIAN, DEC, WANG LABORATORIES, ETC.

D) UPON REVIEW, WE AGREE THAT OUR PROPOSAL FOR SEMINAR/ EXHIBIT ON TECHNOLOGY AND INSTRUMENTATION FOR PRODUCTION OF SYNTHETIC FIBERS WOULD OVERLAP WITH MAY/JUNE 1976 INLEGMASH EXHIBITION AND SHOULD THEREFORE BE DROPPED.

4. GIVEN IMPORTANCE OF OIL/GAS SECTOR FOR U.S. EXPORTS TO USSR, WE BELIEVE COMMERCIAL OFFICE FACILITIES SHOULD BE USED TO PROMOTE ADDITIONAL SALES OF U.S. EQUIPMENT IN THIS AREA, POTENTIAL OF WHICH IS MANY TIMES GREATER THAN AREAS SUCH AS POLLUTION CONTROL. HOWEVER, WE AGREE THAT BALANCE SHOULD

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BE STRUCK BETWEEN OIL/GAS AREA AND OTHER FIELDS WHICH, WHILE PROMISING, REQUIRE ADDITIONAL PROMOTION. OUR PROPOSED SCHEDULE FOR FY-1976 EVENTS IN COMMERCIAL OFFICE (MOSCOW 6718, PARA 2) SHOWED TWO OF SIX EVENTS IN OIL/GAS AREA, AND THIS EMPHASIS MIGHT HAVE BEEN EXCESSIVE. AT SAME TIME, WE WOULD POINT OUT THAT PROPOSAL FOR SEMINAR/ EXHIBIT ON OIL/GAS PRODUCTION IN PERMAFROST CONDITIONS CAME FROM MINISTRY OF PETROLEUM INDUSTRY, AND IT IS

DEFINITELY IN INTEREST OF OVERALL OPERATIONS OF COMMERCIAL
OFFICE TO BE AS RESPONSIVE AS POSSIBLE TO EXPRESSIONS OF
INTEREST FROM SOVIET ORGANIZATIONS.

5. WE WOULD WELCOME USDOC/BEWT COMMENTS ON ABOVE. FOR
TIME BEING, WE WOULD PREFER TO HOLD SCHEDULE FOR TRADE
PROMOTIONAL EVENTS BEYOND DECEMBER 1975 EXHIBIT/SEMINAR
ON NON-FERROUS METALLURGY OPEN PENDING FURTHER INFORMAL
EXCHANGE OF VIEWS WITH SOVIETS.
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